From:	Papandreou, Timothy
To:	Maguire, Tom
Subject:	Fwd: Waze press release
Date:	Thursday, January 21, 2016 2:53:38 PM
Attachments:	image003.png ATT00001.htm CityofSFandWazePartnershipAnnouncement.docx ATT00002.htm

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FYI-

Timothy Papandreou
Director, Office of Innovation
San Francisco Municipal Transportation Agency
1 Sth Van Ness Ave 7th floor SF CA 94103
ph: +1 4152978493
Twitter: @tpap_

Begin forwarded message:

From: "Nath, Jay (MYR) (TIS)" <jay.nath@sfgov.org>
Date: January 21, 2016 at 13:36:57 PST
To: "Sue, Candace (MTA)" <Candace.Sue@sfmta.com>, "Rose, Paul (MTA)" <paul.rose@sfmta.com>
Cc: "Papandreou, Timothy (MTA)" <timothy.papandreou@sfmta.com>, "Wise, Viktoriya (MTA)" <viktoriya.a.wise@sfmta.com>, "Cote, John" <john.cote@sfmta.com>, "MayorsPressIntern, (MYR)" <mayorspressintern@sfgov.org>
Subject: Re: Waze press release

Hi Candace and Paul,

Attached is an updated press release for your review. I incorporated the points you noted in the email below. I drafted a proposed quote from Ed Reiskin for your review. I didn't include an About SFMTA but happy to if it makes sense.

After your review, I'll have Christine's office make one final review before sending out. Our goal is to get this out tomorrow.

--
Jay Nath
Chief Innovation Officer
Office of Mayor Edwin M. Lee
415-830-5175
@jay_nath
http://innovatesf.com

*****
We're hiring two civic technologists to be embedded in local government for one year:
http://innovatesf.com/2016fellows

From: Sue, Candace <Candace.Sue@sfmta.com>
Sent: Wednesday, January 20, 2016 5:43 PM
To: Nath, Jay (MYR) (TIS); Rose, Paul (MTA)
Cc: Papandreou, Timothy (MTA); Wise, Viktoriya (MTA); Cote, John; MayorsPressIntern, (MYR)
Subject: RE: Waze press release

Jay – Thanks for our impromptu meeting today.

As discussed, you will revise the release to reflect that the partnership is driven by city, focused on congestion mitigation and safety, and will provide data that supports our ability to understand traffic trends and measure impacts of key strategies such as PCO monitoring of blocked intersections. Ideally we can include language about how these smart technology partnerships making it easier to get around the city using sustainable forms of transportation and support the city's longstanding, landmark Transit First policy. Also, updated Super Bowl info can be found at sfmta.com/SB50.

We will develop a quote from the appropriate SFMTA representative.

Please copy Paul Rose on the revised release and let us know your timing.

Thanks.
Candace

Candace A. Sue

Director of Communications and Marketing

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